

IN THE CLAIMS:

1. (currently amended) A method of registering an unenrolled player in a player tracking system, comprising:

permitting the unenrolled player to play a gaming device using an unenrolled player account;

detecting a triggering event;

notifying the unenrolled player after the occurrence of the triggering event; [[and]]

allowing the unenrolled player to enroll in the player tracking system in response to the notification; and

awarding the unenrolled player enrollment incentives for enrolling.

2. (canceled)

3. (previously presented) The method of claim 1, wherein detecting a triggering event comprises detecting, by the player tracking system, that a triggering event has been detected and prompting a casino employee present at the gaming device to contact the unenrolled player.

4. (original) The method of claim 1, wherein a plurality of unenrolled players play a plurality of gaming devices.

5. (original) The method of claim 4, wherein the plurality of gaming devices are networked together.

6. (original) The method of claim 5, wherein the triggering event corresponds to an unenrolled player among the plurality of players having a highest level of player rating.

7. (original) The method of claim 5, wherein the triggering event corresponds to a randomly selected player among the plurality of players.

8. (original) The method of claim 1, wherein the triggering event is a random occurrence.

9. (original) The method of claim 1, wherein the triggering event is a predetermined occurrence.

10. (original) The method of claim 1, wherein notifying the unenrolled player comprises soliciting the unenrolled player to enroll in the player tracking system.

11. (original) The method of claim 1, wherein notifying the unenrolled player comprises visually notifying the unenrolled player.

12. (original) The method of claim 11, wherein notifying the unenrolled player comprises notifying the unenrolled player through a display associated with the gaming device.

13. (original) The method of claim 11, wherein notifying the unenrolled player comprises notifying the unenrolled player through an overhead sign.

14. (original) The method of claim 1, wherein notifying the unenrolled player comprises aurally notifying the unenrolled player.

15. (original) The method of claim 14, wherein the aural notification is emitted from the gaming device.

16. (original) The method of claim 14, wherein the aural notification is emitted from a speaker remote to the gaming device.

17. (original) The method of claim 1, wherein the unenrolled player is allowed to self enroll.

18. (original) The method of claim 17, wherein the unenrolled player is allowed to enroll through a terminal on the casino floor.

19. (original) The method of claim 18, wherein the terminal is unattended.

20. (original) The method of claim 17, wherein the unenrolled player is allowed to enroll at the gaming device.

21. (original) The method of claim 20, wherein the unenrolled player is allowed to enroll through a keypad associated with the gaming device.

22. (original) The method of claim 20, wherein the unenrolled player is allowed to enroll through a display associated with the gaming device.

23. (original) The method of claim 1, wherein the unenrolled player is allowed to enroll with the assistance of casino personnel.

24. (original) The method of claim 23, wherein casino personnel approach the unenrolled player after the occurrence of the triggering event.

25. (original) The method of claim 1, further comprising applying a credit to the newly enrolled player's account following enrollment.

26. (original) The method of claim 1, wherein the unenrolled player is permitted to play the gaming device using a temporary account.

27. (original) The method of claim 26, wherein credit is applied to the temporary account.

28. (original) The method of claim 27, wherein the unenrolled player is permitted access to the credit following enrollment.

29. (original) The method of claim 28, wherein the credit is payable immediately.

30. (original) The method of claim 28, wherein the credit is payable on a future visit.

31. (original) The method of claim 28, wherein the credit is payable incrementally.

32. (original) The method of claim 28, wherein the temporary account is associated with a player identifier.

33-48. (canceled)

49. (currently amended) A player tracking system for uncarded players, comprising:

a host computer;

a network interconnecting gaming devices to the host computer;

means for tracking uncarded play by uncarded players having uncarded player accounts;

a memory for storing the tracked uncarded play;

means for detecting the occurrence of a triggering event; [[and]]

means for notifying the uncarded players after the occurrence of the triggering event event; and

means for awarding enrollment incentives for enrolling in the player tracking system.

50. (currently amended) The system of claim 49, further comprising means for enrolling the uncarded players in [[a]] the player tracking system.

51. (original) The system of claim 49, further comprising means for awarding a bonus.

52. (previously presented) The system of claim 49, in which the notifying means is a soliciting means.

53. (new) The method of claim 1, wherein if the unenrolled player chooses not to enroll in the player tracking system, said method further comprises:

tracking continued play of the unenrolled player;

notifying the unenrolled player after an occurrence of a subsequent triggering event; and

offering alternative enrollment incentives for enrolling based on the continued play.

54. (new) The method of claim 53, further comprising adjusting a frequency of notifications to the unenrolled player during play.

55. (new) The method of claim 1, further comprising converting the unenrolled player account into an enrolled player account.